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MAR 14 1938

THE CHINOOK ADVANCE

Vol. 21 | Chinook, Alberta. Thursday, March 10th 1938 | No.

Name Three Wheats Suited To District

Marquis, Red Bobs and Reward are the best suited to Calgary and district, according to a zonation map published by the Alberta Seed Growers' association.

Calgary is included in zone two on the map — a zone with a line drawn from Pincher through Cochrane, across to Carstairs, and then northeast to Vermillion, as the western and northern boundary.

The south and east boundary line runs from Coutts through Lomond, Bassano and Coronation to the Saskatchewan border.

Apart from the wheat varieties recommended in the zone, Banner, Legacy and Victory oats are said to be better suited for the areas, as are Newal, Regal and Trebi barley or feed and O. A. C. for malting quality.

Miss Irene Seegar is working at the Blagen home. She will be in town for a month

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Camrose Normal School to Close

Edmonton (C. P) —Closing of the Camrose Normal school at the end of the present term in June was disclosed in the estimates for 1938 39 now before the Alberta Legislature

The estimates provides $5,215 for 1938-39 which is sufficient to carry the school until the end of the 1937 38 term. Last year the estimates amounted to $26,000.

NEW TUTOR FOR QUINTS

Miss Norah Rousselle, of Renfrew, has been appointed tutor to the Dionne quintuplets after several months' special training by Dr. W.E. Blatz, Toronto, supervisor of the quintuplets' education. She succeeds Miss Claire Tremblay, and it is understood the change was made because the babies are entering a new phase in their training.

Miss Rousselle is a graduate of Loretto College, University of Toronto, and the Ontario College of Education, where she specialized in physical training and rhythmic dancing. She gradnated in music from a-French school at Ottawa and recently taught school near the capital.

Open Bonspiel At Chinook

With the Ice in almost perfect condition the Open Bonspiel with 11 local and 5 outside rinks, competing got away to a successful start at noon on Monday.

In the first game G. Aitken's rink again came into the spotlight by defeating G. Ellis. of Cereal 13-11 Down 10-0 on the fourth end the former came back strong and laid 5 on the last end to win.

Other results of the first day were:

F. Morrell 6 Dr. Esler 6
J. Peyton 9 W. S. Lee 5
L. Robinson 13 W. Todd 5
L. Cooley 10 C. Rideout 9
H. Hains 13 A. Marr 8

In the afternoon of the second day of play a Boys' rink from Cereal, skipped by H. Waterhouse trimmed W. Gallaugher 12 5, G. Duncan defeated J. Gingles 12 7. L. Robinson nosed out J. Peyton 9 8. In the evening F. Morrell won a hard fought game from the Hains' rink skipped by P. Oterberg 10 8, H. Waterhouse trounced G. Duncan of Cereal, 15 5 and G. Aitken Rallied to defeat Len Cooley 11 9 after being 6 down at the 6th end and so we say watch that Aitken rink.

On Wednesday the Consolation event got under way with 14 rinks competing. Results were:

H. Haines 13—W. S' Lee 5
G. Ellis 14—J. Peyton 1
J. Gingles 11—Dr. Esler 10
W. A. Todd 9—A. Marr 7
E Vanstone 15—C Duncan 7
E. Spindler 7—C Rideout 6

Meighen Will Not Contest Leadership

Ottawa [Special]—Rt. Hon. Arthur Meighen is not to be an aspirant to the Conservative leadership.

Close friends who have spoken to him on the subject made this definite announcement today. The Conservative leader in the Senate is content to stay where he is.

The National Produced In Canada Association

Canada is a good customer for many outside countries.

In the six months ending September 1937, total imports were valued at $421,464,544, according to government figures. This was more than double the amount of imports in the corresponding six month period of 1933 when imports were valued at $200, 146,655. Of the former total, $78, 418, 364 covered the imports from the United Kingdom and $251,840,331 for those from the United States. From the British Empire the imports were valued at $127,655,558 in that six-month period and from foreign countries $293,808 986.

Banff's Winter Queen

Miss Verda Cavanaugh, who will preside this year as Queen of the internationally famous Banff Winter Carnival, which will be held February 10-14 inclusive. Visitors from United States and Canadian points annually enjoy to the full the games and competitions staged at this Rocky Mountain centre.

Rogers Syrup	5 lb. pail	.49c
Plum Jam	4 lb. tin	.48c
Pure Strawberry Jam	4 lb. tin	.68c
Tomatoe Juice	per tin	.9c
Purity Flour	98 lb. Sack	$4.20
Alberta Rose Flour	" "	4.05

Have your horses fit for spring work by giving them Bot Pills.

BANNER HARDWARE AND GROCERIES

CLASSIFIED ADS

REAL ESTATE

Improved Farms For Sale. I have some goods Buys, in excellent districts.

The spring selling season is on.

Apply to,
Len Johnson
Box B
Alix, Alberta

LOST—1 Black Mare, star on forehead. Bay Foal at side.
1 Dark Roan Mare, Sorrel Foal at side. Both horses branded H Ⅎ V on right thigh. Colts 9 months old.

Reward for information leading to their recovery.

O. D. Harrington
N. W. S. 6 T. 26 R. 8 W. 4th
Chinook, Alta.

The weather has been quite nice so far this March. The snow is gradually disappearing but there are still some huge banks standing around, But don't ditch those red flannels yet, we don't like writing pneumonia obituaries.

RADIOS

1938 PHILCO RADIO

For as little as	$34.95
1 Used Radio	.10.00
1 Used 2-volt Wet Battery	
770 EVERREADY "B" BATTERIES	$2.95
386 " "B" "	398
771 " "C" "	.45

Radios, Aerials, Tubes, Batteries, Clips in stock.

COOLEY BROS.

Radio Head Quarters

Chinook, Alta. Phone 10

Bring In Your
HIDES and FURS
Highest Market Prices
Also Watch and Clock Repairs
Our latest Wallpaper Samples have arrived.
Call in and see them

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1st Door North of Hotel

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On your FAVORITE PUBLICATIONS

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OFFER NO. 2

Free Press Prairie Farmer - 1 Year
Family Herald & Weekly Star - 1 Year
ALL THREE PAPERS ONLY

If so desired National Home Monthly or Canadian Magazine ma bey substituted for Free Press Prairie Farmer in Offer No. 2

The above offers aPply to new or renewal subscriptions.

Order Now at Bargain Prices and Save Money

CHINOOK ADVANCE

The Cult Of The Isms

Not only in Canada but the world over generally this is the day and age of "isms", fascism, communism and what have you, as opposed to the tried political faith symbolized in the word "democracy", the creed upon which Canada and all the other self-governing units of the British Empire, the United States, and, in Europe, the Scandinavian and other countries are founded or have adopted and have made progress to date.

Factions are busy here and elsewhere promoting one or other of a multiplicity of these "isms', emblematic of political and economic doctrines which mark a departure from the democratic form of government, whose fundamental principle is the right of the people to say who shall govern them and how they shall be governed.

Some of these doctrines are presented in diluted form to meet local conditions and exigencies or are sugar coated in the hope that thus disguised, they will appeal to the rank and file of the people who have the final say.

The great objection to the sugar coated pill is that its attractive and palatable covering usually hides a nauseating dose of physic which cannot easily be disgorged once the pill has been swallowed, or, if it must subsequenty be ejected it can only be done by the absorption of an emetic, perhaps more disagreeable than the original dose.

* * * *

Great Forward Strides

Even after making full allowances for the set back which has resulted during the past few years of world wide economic and agricultural depression, it is easily demonstrable that great strides have been made in the provision of material comforts enjoyed by ever-widening circles of people, and that in no countries in the world has this accession to more comforts been so universal than in the great democracies. In such countries as Great Britain, the United States and Canada delicacies have become every day fare and luxuries have become necessities with each passing decade.

To see the truth of this assertion one has only to look around, take stock of possessions and every day comforts and compare them with what was in vogue 25 or even 15 years ago and also compare the number of people to whom many of these things are attainable now, and then. To complete the picture one should likewise compare the extent to which things which are to-day regarded as necessities by the rank and file of the people in the most progressive of the democratic countries with the extent to which many of these things are still luxuries to the common people in countries which have abjured the right of self-government.

* * * *

Fictitious Wealth

It is true that during the past few years many people have suffered great hardships due to the widespread nature of the economic depression which followed the crash of 1929 and particularly is this the case in sections of this country which sustained the impact of an agricultural depression super-imposed upon the commercial and financial debacle and one's perspective is apt to be clouded when contrasting the difficulties under which people are laboring in comparison with the conditions which existed in those halcyon days when every person expected to become rich overnight and, in fact, was wealthy in greater or less degree—on paper.

It must not be forgotten, however, that the apparent progress in that year or two which led up to the rout in the fall of 1929 was a fictitious one. It was not real because it was not based on productive work but was founded on the false doctrine of "something for nothing". It was the practice of this theory on widespread scale which brought about the crash and any other theory which has "something for nothing" as its basic creed is equally bound to sooner or later bring a similar disaster.

* * * *

Electors Should Show Interest

Those engaged in promoting some from of government other than the democratic are wont to indict self-government on the ground that it is frequently inefficient and lends itself too easily to racketeering and corruption, but if that is the case, are not the people themselves to blame? Is it conceivable that if the entire electorate took a keen interest in their own affairs, not only at election times, but the year round, that their representatives could afford to let them down?

One of the handicaps to democratic form of government is that so many electors show very little interest in what their representatives are doing except just around election time, and even then there is a substantial percentage which does not turn out to vote and this applies in all spheres—municipal, provincial and federal.

* * * *

The Ideal Objective

Democratic government should be and can be efficient; it should be and can be free of racketeering or corruption, on large scale or small, but it can only be expected to measure up to these ideals if the electorate is sufficiently enlightened and sufficiently interested to make it so and those objectives can only be achieved by the rank and file of the electorate devoting the necessary time and effort to study intelligently the problems of the country, the province and the municipality, not only occasionally but day in and day out. If that viewpoint is adopted by all the electors and problems are approached with a single eye to the benefit of the community as a whole, rather than the individual or the group, self government can be achieved to the highest degree, and there will be no thought of exchanging it for any system which may mean the bartering of liberty for a mess of pottage.

Political Speaker: "All we need now, my friends, is to keep a working majority."

Voice from the Rear: "You're wrong there. What this country needs to-day is a majority working."

"Father, did Edison make the first talking machine?" asked Tommy.

"No," replied his parent. "The Lord made the first talking machine, but Edison made the first that could be shut off."

FLIN FLON

"The Story of Its Finding and Position To-day"

By PRATT KUHN

Here's A Fish Story!

Talking of sturgeon. I saw a 150-pounder and many weighing 40, 50, 60 pounds, when cleaned and with heads and tails off. Just below the dam at Island Falls I saw an Ind'an, Bogash, by name, make three casts with a 30-foot line baited with a spoon and without a pause haul in a six to eight pound jackfish each time. Up there they feed this fish to their dogs.

In the store at Island Falls in a quick survey I saw Phillips' Milk of Magnesia, Bayer's Aspirin, Ipana Tooth Paste, Hind's Honey and Almond Cream sticking out in a full line of proprietaries.

Familiar, too, was Ovaltine, Postum, Oxo, Brasso, Silvo Keen's Mustard, Life Savers, Nabob Coffee and Spices, Melrose Orange Pekoe Tiny Tea Tips, Snap, Edwardsburg Silver Gloss, Old Dutch. Lifebuoy Soap, Palm Olive Soap, Gillett's Lye. Chore Girl copper sponges. All tobaccos and cigarettes, including Buckingham, Winchester, Sweet Caporals Women's Super Silk Hosiery, Men's Viyella Socks.

One of the outstanding features of Island Falls, (the town, about one mile from the power plant) is the Community Hall built by the men. It's so large that it has an indoor tennis court, full size, on hard wood floor and well heated for winter by electricity. There are perhaps only five or six indoor tennis courts in all Canada, yet here, 700 miles north of Winnipeg, they have a dandy.

It also has a Brunswick-Balke bowling alley, a talkie movie theatre seating perhaps 160, where up-to-date films are shown twice weekly free, secured on a rental basis, from somewhere East. I know those cans of film are heavy because I helped handle them on portages on their return trip to Flin Flon.

There is a travelling book library, also a resident one in the building, a billiard table, etc., and the children can have a good time indoors all winter long in the big hall.

This summer, concrete sidewalks were laid down and as there is no transportation except by shank's mare, the in-between spaces are being graded for gardens and flowers which thrive marvellously.

Radios are universal, but programmes are best received on short wave.

There are only two wood stoves for cooking in the town—all homes being electrically equipped.

TRAVEL MADE HIM CONSTIPATED

Salesman Says Kruschen Keeps Him "On His Toes"

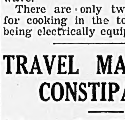
"I am a commercial traveller," writes a correspondent, "and due to endless travelling by train and automobile I find that I become constipated if I do not keep myself internally clean. Kruschen Salts is the only thing that will do this effectively and not interfere with my work. I take a large dose of Kruschen every Saturday night and on Sunday, when I have no work to do, the Salts act on me. On week-days I take a small dose on rising. It is necessary that I be 'on my toes' all through the day, and this is the only way that it possibly can be done."—V.L.

Kruschen Salts is an excellent recipe for maintaining a condition of internal cleanliness. The numerous salts in Kruschen stimulate your internal organs to smooth, regular action. Your inside is thus kept clear of those impurities which, when allowed to accumulate, lower the whole tone of the system.

Smoke And Fire

Now that natural scientists endeavoring to reduce the smoke nuisance have found that the residue deposited by the burning of soft coal may be used as a smokeless, steady, long-burning fuel, it seems that where there's smoke there's still more fire, says the Christian Science Monitor.

ARE YOU WEAK, NERVOUS?



FOR young girls growing into womanhood, for women in middle life going through the "change," or those who suffer from headache, backache and nervousness associated with functional disturbances, Dr. Pierce's Favorite Prescription is a reliable vegetable tonic. Read this: Mrs. J. E. Jones, 4 Antwerp St., St. Catharines, Ont., said: "I felt tired and weak and my nerves seemed to be all unstrung. But after I had used Dr. Pierce's Favorite Prescription a short while my appetite increased and I picked up strength and felt better in every way. 'Favorite Prescription,' in my opinion, is an excellent tonic for women." Buy of your druggist. New size tabs. 50c, liquid $1.00 & $1.35.

Books In Great Demand

Charles H. Snow, Napa, California, blind writer of western fiction, is now writing his 99th novel and has already planned his 100th. His work is in such demand in England that one publishing firm there has contracted for all he can produce.

The Canadian girl has a "sweet tooth." Imported confectionery alone for the year ending Oct. 31, 1937, cost $888,917.

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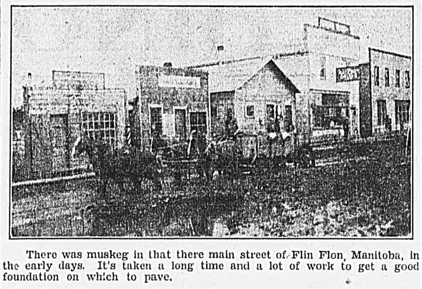
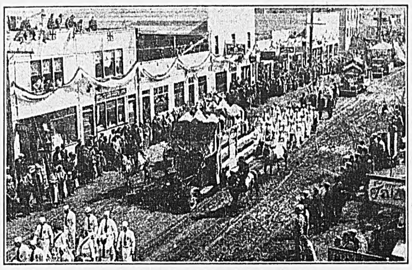


There was muskeg in that there main street of Flin Flon, Manitoba, in the early days. It's taken a long time and a lot of work to get a good foundation on which to pave.



A big parade during Coronation week at Flin Flon, Manitoba. This is only one section.

Flin Flon in winter attire. C.N.R. station at left just past this corner—note rail tracks in foreground. Leading hotel at right.

Not Selling Scrap Iron

Salvaged Material From Niagara Bridge Being Made Into Souvenirs

Japanese armament tycoons must take second place to souvenir hunters. For the scrap iron salvaged from Niagara's crumpled "honeymoon bridge" will be sold as keepsakes.

Employees of the Myer Salit Wrecking Co. risked their lives in salvaging the scrap iron from the river gorge, and the first shipment of twisted scrap was sent to the smelters of the Steel Company of Canada at Hamilton.

There the fragments will be melted down and rolled into strips, according to Myer Salit, president of the wrecking company.

"The strips will be stamped with a die of the old bridge and sold as souvenirs," said Mr. Salit. "Each piece will be certified as steel from the wrecked bridge. We have had offers from Japanese agents desiring to purchase the scrap metal but we have declined to enter any agreement with them."

Forty But Feels Sixteen

Popular English Actress Believes Age Just State Of Mind

Gracie Fields, popular actress who was made a Commander of the Order of the British Empire in the New Year honors list, has this to say about her age:

"Yes, I'm 40. I was born on Jan. 9, 1898, and you can add it up as you like, double it, halve it, take away the number you first thought of, and still I'm 40. What does it feel like to be 40? Well, speaking for myself, I'd say it doesn't feel like anything. Sometimes I feel like 16; others, I feel 60. It's mostly 16, thank God."

Enterprise Of Value

Lady Tweedsmuir's interest in books, and her concern for Canadians living in remote parts of the Prairies or in the drought areas, are shown happily in the announcement that in 15 months she has collected and sent to the West 11,000 volumes for free distribution. It is, states the Ottawa Journal, an enterprise of distinct national value.

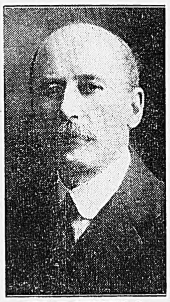
Women have had to pay the price for stepping into men's shoes. According to a Cleveland shoe dealer, women's feet during the past ten years have increased two and a half sizes.

In one housing project in England 520,298 houses have been built.

Says U.S. Involved

Sir Josiah Stamp Says Germany's Demand No Simple Matter

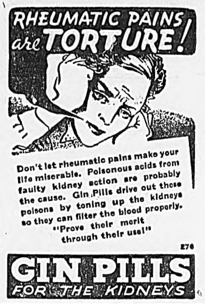
Sir Josiah Stamp, director of the Bank of England, predicted in Los Angeles that the United States must become involved in the events in Europe. "Germany's demand is no simple matter of 'giving back' some colonies", said Sir Josiah in an interview. "Every nation that signed the treaty of Versailles must be consulted before these lands change hands. Then, too, the countries that border on the disputed colonies must be consulted."



GEO. F. BENSON, Sr.

MAJOR GEO. F. BENSON, Jr.

George F. Benson has been elected chairman of the board of directors of The Canada Starch Co. Limited, Montreal, after forty-four years as president of the company. He is now succeeded as president by his son, Major George F. Benson, Jr., who was assistant general manager of the company and also president of Canada Starch Sales Company.



Creates A Problem

Newspaper Writers Puzzled Over Substitution Of Eire For Ireland

The casting of "Ireland" into the limbo of forgotten things, and its substitution by "Eire", has provided a nice little problem for newspaper writers. Even now they do not seem to have solved it to their complete satisfaction. The question is: if we cannot use "Ireland," are we still justified in using "Irish" as the adjective?

When the recent two-country conference was taking place many papers apparently decided that "Irish" was not admissible; they referred to it as the "Anglo-Eire" Conference. Others, mostly in the provinces, stuck tenaciously to "Irish" and persisted in referring to it as the "Anglo-Irish" conference.

There should be an authoritative ruling on this point, which has a certain subtlety likely to lead to a permanent variance in newspaper practice.

Is "Eire" the adjective as well as the noun—if not, what is the proper adjective and should it be used? Should one refer to the "Irish" people, the "Eire" people, or "the people of Eire"?

At the moment it would seem that "Irish" will continue in use. Most of the Irish papers, including Mr. de Valera's own party mouthpiece, used it on commenting on the recent conference. It also forms part of the title of at least three prominent Irish newspapers.

In any case, if certain papers persist in using "Eire" as the adjective, what will they do when a story breaks concerning the Irish Sea?—Newspaper World, London.

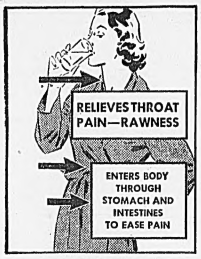
"Vherever you go in the world," said Goldstein, "you vill always find that the Jews are the leading people."

"Och man," objected MacGregor, "hoo about the North Pole?"

"Vell," retorted Goldstein, "Iceberg ain't no Scots name."

Muskrats are sold for food under the name of marsh rabbit.

2-WAY RELIEF FOR THE MISERY OF COLDS



The speed with which "Aspirin" tablets act in relieving the distressing symptoms of colds and accompanying sore throat is utterly amazing . . . and the treatment is simple and pleasant. This is all you do. Crush and dissolve three "Aspirin" tablets in one-third glass of water. Then gargle with this mixture twice, holding your head well back.

This medicinal gargle will act almost like a local anesthetic on the sore, irritated membrane of your throat. Pain eases promptly; rawness is relieved.

You will say it is remarkable. And the few cents it costs effects a big saving over expensive "throat gargles" and strong medicines.

• "Aspirin" tablets are made in Canada. "Aspirin" is the registered trademark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.

Demand and Get "ASPIRIN"

MADE IN CANADA

And He Complained

Pensioner Who Had Three Days' Service In Army Draws $35,000

Hon. C. G. Power, pension minister, told the House of Commons of a pension case that cost the treasury $35,000.

The man had three days service in the Canadian army after being dismissed from the American army because of tuberculosis.

From 1917 until his death a comparatively short time ago, the man received pay and allowances which totalled $35,000.

"And," continued the minister, "we did not have a single day in all those years when we did not receive compiaints about his pay and allowances."

The man not only complained himself, but he enlisted the assistance of ex-soldier organizations.

Useful Gadgets

Help Buffalo Inventor To Keep Within Speed Limit

When the automobile of Palmerino La Falce, Buffalo inventor, exceeds a speed of 30 miles an hour, a buzzer warns him. He says it helps him to obey the law. The device, attached to his speedometer, also switches on lights on the front and rear of his car when it attains any speed set as a maximum. This, it was assumed, would notify traffic police that the driver was speeding.

THE FAMOUS RUBBING LINIMENT

Rub on—pain gone. Get the new large economy size—Also available in smaller, regular size.

MINARD'S "KING OF PAIN" LINIMENT 65c

VENTRILOQUISM!

IMITATE:—Charlie McCarthy ! Book of instructions by a practical Ventriloquist—40c—Postpaid

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Are you tormented with the itching tortures of eczema, rashes, athlete's foot, eruptions, or other skin afflictions? For quick and happy relief, use cooling, antiseptic, liquid D. D. D. Prescription. Its gentle oils soothe the irritated skin. Clear, greaseless and stainless—dries fast. Stops the most intense itching instantly. A 35c trial bottle, at drug stores, proves it—or money back. 20

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WHAT HO!

—By—
RICHARD CONNELL

By Arrangement With Thomas Allen, Publisher, Toronto.

CHAPTER VI.—Continued

"I'll never be the same, m'lud," said Crump.

"Nonsense. What happened to you?"

"Elaine, m'lud, she came back."

"Came back?"

"Yes, m'lud. I left her dead, as dead as Napoleon. I closed her eyes. Then she vanished. I thought Sloat had taken her away—for a joke—but he denied it. A few minutes ago I went into my room to get a handkerchief, and there she was! Her eyes were open and she was wagging her tail!'

"But they don't, you know," said the earl. "Dead pugs, I mean."

"She did," insisted Crump.

"You'll excuse me for asking, Crump," said the earl, "but were you just a tiny thought stuccoed?"

"You know that I am never in the least inebriated, except, perhaps at Christmas," said Crump.

"That's so," admitted the earl. "It must be a miracle then. Let's investigate it."

An expeditionary force, headed by the earl, with Lady Rosa and Ernest close behind him, and Crump and Mrs. Featherby forming a tremulous rear-guard, pushed into Crump s room, which was just off his pantry.

"You're right, Crump," said the earl. "Her eyes are open and she is wagging her tail."

He stopped a dozen feet from where the dog lay in her basket-bed by the fire-place.

"Nice Elaine. Good doggy," he said. She continued to gaze at them fixedly, the while wagging her tail.

"Well," said the earl, "I wasn't afraid of her when she was alive so I suppose I shouldn't be afraid of her ghost. I am, though," he added.

Cautiously he edged nearer to Elaine.

"Nice ghostie, nice ghostie," he said, and stretching out his hand he patted Elaine's ebony muzzle.

"Stuffed!" he exclaimed. "She's been stuffed."

"B-b-but stuffed dogs do not wag their tails," said Crump, in the doorway, poised for flight.

"This one does," said the earl. He bent closer and could hear a tick-tick-tick. "Clock-work," he said. "By Jove, how clever! You'd hardly know her from the old Elaine, would you, Crump?"

The butler came forward and knelt beside Elaine. He stroked her with hands which trembled a little. Elaine gave a short, sharp bark. Crump catapulted back on the seat of his butlerian trousers.

"Crump!"

"Yes, m lud."

"Pull yourself together. The creature can't hurt you."

"But she barked, m'lud."

"I know that. Heard her myself. And a most life-like bark it was. But she's not a ghost, Crump. At least she doesn't feel like a ghost."

"I'm afraid," said Ernest, "that I am to blame for all this. I stuffed Elaine myself. I found a very up-to-date taxidermist in Bristol and he let me do it in his shop. I wanted to surprise Crump—"

"You did," said the earl.

"I did not foresee that it would upset him so," said Ernest. "It was very stupid of me."

"It was very kind of you, sir," said Crump. "Now Elaine will continue to be a great comfort to me."

He approached the pug and stroked her.

"How does one make her bark, sir?" he inquired.

"Touch her between the shoulder blades," said Ernest. "And she wags her tail for twelve minutes if you wind her up."

"She's wonderful, sir, simply wonderful," said Crump. His face was wreathed in beams now. "I'm most grateful to you, sir."

"And I," said the earl, "am hungry. Shall we finish our dinner before somebody else begins to wag and bark?"

They returned to the dining room.

In the kitchen Crump was pouring the after-dinner coffee into Spode cups.

"As I remarked, my dear Sylvia, I am considered an excellent judge of men," he said. "A good butler must be. And I say this—" he waggled a finger at her to drive home his point—"Mr. Bingley may be a millionaire or he may be a tramp; but millionaire or tramp, American or Eskimo, in the best sense of the word he's a gentleman. And now will you excuse me whilst I go to my room and wind up Elaine?"

CHAPTER VII.

After dinner they had a musical evening. Lady Rosa, at Ernest's request, sang "Come to the Fair," "Drink to Me Only with Thine Eyes," and "Love's Old Sweet Song." The earl, at nobody's request, attacked, with a reedy voice, "Uncle Tom Cobley and All," though handicapped by the fact that he was sure of neither the words nor the tune. Ernest, by popular demand, rendered "Listen to the Mocking Bird' (with variations) on his harmonica.

"What a talented chap you are, Ernest," remarked the earl. "You're not only musical but you stuff a superb pug."

"Thank you, sir."

"It was an extremely thoughtful thing to do," said Lady Rosa. "Neither Father nor I thought of doing it, and we knew, far better than you could have, how much Elaine meant to Crump.

"It was nothing," murmured Ernest, "nothing at all."

"And, now, Ernest," said the earl, "I'm going to ask you to do something for me."

"I'll be glad to, sir. What do you wish stuffed?"

"My sister Julia," replied the earl. "Oh, horribly sorry. That slipped out. Shouldn't want her stuffed really. Shouldn't know where to put her if she were. And she's not a bad old winkle if you don't have to see much of her."

"Ernest is still wondering what you want of him," his daughter reminded the earl.

"He must be," said the earl. "Well, Ernest, the fact is I should like to borrow the use of the castle for two days and nights."

"Of course you may," said Ernest. "When do you want be to leave?"

"But I don't want you to leave," said the earl. "I want you to stay and help me fling the beanfest. Will you?"

"Glad to," said Ernest, anxious to oblige, but wholly in the dark as to the nature of the beanfest.

"Ta," said the earl. "You can always count on a Bingley to do the right thing, as King George the Third remarked when Lucius Bingley married the bar-maid."

"The idea Father is trying to convey in his obscure way is that we'd like to hold the annual Hunt Ball of the Pennyton Hounds here a fortnight from tonight," Lady Rosa said.

"You see," enlarged the earl, "it's the county's biggest binge, and it's always been held here since men began to chase foxes in these parts. We sleep some of the hunting party the night before the hunt, and the next night all the lads and lassies gather in their pink coats and best pinafores for a bit of innocent merriment. We contribute the castle and the hunt members supply the eatables, drinkables and music, and a good time is had by all, except the fox."

"I'll be very pleased to donate the use of the castle," said Ernest.

"My best thanks," said the earl. "You'll see a very posh affair, my boy. Royalty itself has ridden with the Pennyton pack and got itself genteely sozzled at the ball. There'll be more peers of the realm about than you can shake a stick at, if you are in the habit of shaking a stick at peers."

"I'm not, laughed Ernest. "I'll stay out of sight in my tower."

"You'll do nothing of the sort," returned the earl. "I want to exhibit you. You're by way of being a celebrity, you know."

"I?"

"Talk of the town, and I don't mean perhaps," said the earl. "Look at this."

He handed Ernest a London newspaper.

Ernest gave a gasp of dismay. His own features stared out at him from the page. He saw a highly informal and none too flattering photograph of himself standing by the castle moat, and from the shape of his mouth it appeared that Ernest had been caught in the act of committing his matutinal yodel. A caption informed the aghast Ernest that he was "the millionaire American sportsman, caught by the candid camera at Bingley Castle which he has taken for the season." It also told him society was watching, with interest, his antics. Then the type began to blur before his eyes, and the thought "If the folks back home in Iowa see this, I'm sunk" nipped at his cerebrum.

"I—I didn t know my picture had been taken," he said. "One doesn't these days," said the earl. "Our vaunted English respect for privacy has joined the dodo in the limbo of extinct institutions. I always bathe in the dark lest there be a candid-camera oaf lurking in the wood-work to snap me sponging. Why, once one of the ticks took me whilst eating sapghetti in Soho, and a pretty sight I was, too."

"Has there been much of this sort of thing?" asked Ernest. "Publicity about me, I mean."

"Heaps and heaps," said the earl. "By Jove, I knew I had something to show you. I've cuttings about you from all the London papers. Riots of fancy some of them are, too. How they gets such facts I can't think."

"What facts?"

"About how you spent a night in the dungeon for fun, and how you don't believe in clothes, and how you yodel—but wait, I'll get the cuttings."

"Never mind, thank you," said Ernest, with mounting misery.

"You're used to that sort of tosh, I daresay," said the earl. "Wish I knew how those ferrets find out things. No doubt some servant gossips a bit over his beer in the local pub, and a spy under the table jots it down on his cuff."

"Father," said Lady Rosa, "you didn't, by any chance, do a spot of gossiping yourself when you were up in London, did you?"

(To Be Continued)

GIRLS WHO HAVE NO BOY FRIENDS

Quick Easy Way to Get Charm

Girls who don't attract boy friends wonder why. Beautiful, perfect features are not the reason. Cleopatra and famous women were often ugly. Have nice skin, plenty of animation, and watch out for your figure—you'll be surprised how popular you are. So many girls have poor complexions—no life—their figure slipping, and don't realize it. Take "Fruit-a-tives" and you'll soon be amazed how different and how attractive you've become. It purifies your blood, makes the skin pores work, gets rid of waste and poisons, gives you new energy, prevents flabby tissue from forming. "Fruit-a-tives" gives you new charm. 25c., 50c.

FRUIT-A-TIVES LIVER TABLETS

HEALTHY CHILDREN are Happy CHILDREN

CHILDREN of all ages thrive on "CROWN BRAND" CORN SYRUP. They never tire of its delicious flavor and it really is so good for them—so give the children "CROWN BRAND" every day.

Leading physicians pronounce "CROWN BRAND" CORN SYRUP a most satisfactory carbohydrate to use as a milk modifier in the feeding of tiny infants and as an energy producing food for growing children.

THE FAMOUS ENERGY FOOD

The CANADA STARCH COMPANY Limited

General Foods Increase Publication Advertising

1938 Plans Call For Greater Use Of Newspapers And Magazines To Publicize Long List Of Food Products

Long one of Canada's largest users of advertising space in newspapers and magazines, General Foods Limited, are planning a substantial increase in lineage for these media in 1938, according to R. K. McIntosh, Vice-president.

"In completing our advertising plans for 1938 we are again recognizing the proven worth of newspapers and magazines in bringing the merits of our products to the attention of the public," said Mr. McIntosh. Maxwell House Coffee, Swans Down Cake Flour, Calumet Baking Powder, Jell-O Ice Cream Powder, Postum Grape-Nuts, Post's Bran Flakes, Certo, "Grape-Nuts" Flakes and Sanka Coffee are among the General Foods products which will receive wider advertising in publications during 1938.

Silver In Bullets

The most expensive battle in history, in proportion to the amount of ammunition used, was the siege of Richmond during the Civil War, when bullets fired by the Confederates contained as much as 25 per cent. silver.

Terra-cotta and bronze jars believed to date from 300 B.C., have been discovered at Patna, India. They were found during digging operations in the compound of the Imperial Bank of India agent.

A "jumping bean" is not a bean at all. It is one of the three divisions of the fruit of spurge, a Mexican plant.

2245

Motors In Britain

Total Of Three Million Cars Is Being Approached

Every day during the past year an average of 500 additional motor vehicles have been put into service on the roads of Great Britain. The latest figures of the Ministry of Transport show that a total of three million is being approached, which prompts the question: What is saturation point? When will it be reached?

Lord Nuffield recently put the figure at 10 millions; and insofar as this roughly represents a car for every family, the Ministry accepts it as a definite, though improbable, maximum. Mr. Burgin, the Minister of Transport, has stated that if the present rate of increase is maintained—last year it was 169,000, or 6½ per cent.—the present total will be doubled in 15 years. Beyond that no one is prepared to go, since so many unknown factors are involved.

When it comes to the problems attendant upon such an enormous increase, there are, of course, divergencies of expert opinion. The Ministry maintain that traffic congestion is severe only in big towns, and point to the country's total road mileage of 178,500, which per square mile (2.03) is already the highest in the world.—London Observer.

A Free Booklet

A Story For Boys And Girls On Teeth

"Jimmy Chew" is the name of a 32-page illustrated booklet that will be sent free of charge to parents or school teachers, writing for it to Wm. Wrigley Jr. Company, Limited, 235 Carlaw Ave., Toronto, Ontario.

It is really a very interesting story, written by an expert, and every home should have a copy—especially where there are children.

There is no charge at all—just write to the address above and say "Please send me Jimmy Chew." Write now before the supply is exhausted.

Cannot Always Choose

Modern War Bombs Often Fly Wide Of Objective

It is certain that neither side in a modern war can choose its objectives so exactly as to ensure a reasonable safety to civilian life. A bomber may set out to destroy a factory on the edge of a populous town, but in the tumult of the attack, with shells bursting round him and defending 'planes rising in the air, it is more than likely that the pilot will either miss his aim or cast his bombs at random and take the lives of harmless citizens. But though it is hard to hit military objectives, everything goes to show that when the rebels began the present wave of bombing they had no intention of even trying. Last summer and autumn raids on Barcelona and Valencia were frequent, but unprejudiced correspondents pointed out that docks and warehouses were the main ends of attack. The numbers killed in a recent week show that the rebel aim has changed, and that they have hope of destroying the morale of a loyal people by a new and fearful means.—Manchester Guardian.

"I cannot understand," said the minister, "why so many of our congregation go straight from church to the cafe."

"Oh," said his lively assistant, "that's what is known as 'thrist after righteousness'."

Editor—"This isn't poetry, my dear man. It's nothing but an escape of gas!"

Hopeful Poet—"Something wrong with the meter?"

F. A. Good, of Fredericton, N.B., has produced 116 varieties of apples and one variety of pear on a single apple tree, through grafting.

The British liner, Queen Mary, has 596 clocks aboard.

LISTEN... on Friday Night "CANADA-1938"

IMPERIAL TOBACCO'S INSPIRING PROGRAM

EVERY FRIDAY NIGHT On a National Coast to Coast Network

Marine Guard Disbanded

U.S. "Horse Marines" Have Last Review At Peiping

The world's only "Horse Marines" passed out of existence at Peiping recently.

This mounted detachment of the United States Embassy marine guard passed in a last review at Breckenridge field before disbanding forever.

The "Horse Marines" consisted of 30 expert sabremen, all crack pistol and rifle shots, commanded by one officer. The detachment was first organized here in 1912 to protect Americans living outside the Embassy quarter in Peiping's narrow lanes.

The Government's decision to split the Peiping Embassy Guard, transferring half its personal to Tientsin, caused the mounted marines to be disbanded.

Just A Footnote

According to a Cleveland shoe dealer, women's feet during the past ten years have increased by two and a half sizes. It remains to be seen if the ladies' are growing larger pedal extremities or if their new demand for freedom includes insistence on more room for the feet.

A proclamation issued by Acting Governor Sir Mark Atchison Young prohibits the importation of tear gas into Trindad.

MF-57

10c

PHILIP MORRIS FINE CUT

ALSO IN POUCHES, HALF LB. TINS

15c 70c

APPLEFORD WAREHOUSES AT

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Chinook

Beauty Shoppe

Marcel..........50 cts

Reset..........25 cts

Finger wave..........25 cts

" [dried]...35 cts.

Shampoo..........25 cts

Mrs. W. Gallaugher Prop.

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Meals at all hours

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MAH BROS.

Importance of Good Seed

The keen competition in the international wheat trade makes the preservation of quality in Canadian exports of that cereal a matter of primary importauce. For years other exporting nations have envied Canada's preferred position as a supplier of wheat They have examined the methods followed by Canaddians and are now seeking to copy them. In order that Canadian wheat farmers may Keep at least one jnmp ahead of competitors, they must always be on the elert.

One way of mainiaining the leadership in this respect is for farmers to sow good seed. Every year this matter of good seed is the subject of combined educational efforts on the part of governments and seed growers' associations. The folly of sowing poor seed is breached from one end of the province to the other, but still many farmers do that very thing. There is some excuse where lack of finances compel the farmer to sow a poorer quality of seed than he otherwise would do, but many who can obtain good seed without entailing economic hardship to themselves, deliperately overlook this mehod of bettering their product

The Alberta Seed Growers' Association are now fathering a plan whereby farmers may develop their own seed supply. The suggestion is that farmers purchase a few busnels of pure to variety grain and sow it in a seed plot. The production of this plot may then be used to seed a fair proportion of the farm the following year, and so on until an adequit supply of good seed would be available for all the acreage planted. This is one sure method of guaranteeing a good seed supply from year to year,

The recommended wheat varities to sow in Alberta include Marquis, Reward and Red Bobs 222. The standard, of course, is Marquis, but the other varities are earlier in ripening, Garnet wheat, which has been sown over a wide area in the central and northern portions of the province in past years, is losing in popularity due to the price discount. Eventually it will probably be grown only where it is impossible to obtain even fair success with other varieties of Marquis type wheats.

It will soon be spring and seeding time comes very shortly thereafter. Now is as good a time as any to decide upon plans for the 1938 growing season. It is also as good a time as any to decide upon growing a plot of regestered or certified seed wheat to provide a source of good seed for years to come

Prefers the Horse

Toronto (C. P.) — Col. F. Fraser Hunter (Lib), St. Patrick, former member of the Bengal Lancers in India, told the legislature yesterday horseback riding simply could not be taught by correspondence. He made the remark in introducing a bill to regulate trade schools.

The bill, he said, followed those introduced in British Columbia and other provinces regulating trade schools and correspondence schools.

Declaring the schools purported to teach everything from soup to nuts," he added: "I don't know how you are going to ride a horse by correspondence when you've got to be on a horse to do it."

Miss Helen Thompson, who has been working near Olds, returned home Wednesday morning,

Curling And Its Component parts

From time to time there emerges a dissertation on the manly sport of curling. Here is one which covers the situation.

A rink is made up of four members, a lead, a second, a third and a skip. Take the lead for instance, although nobody wants to take him, At the skipper's command he tosses up his pair of rocks and then sweeps all other rocks diligently, until it is his turn to throw rocks again. He has no say in the evening's proceedings, he cannot come over the line known as the hog line, and he is not allowed to enter into any discussion or argument which generally arises after each rock is thrown. In fact, as far as recognition is concerned he may as well be in a land of strangers

If necessary, he may have to supply the other members of his rink with matches, or the odd pipefull of tobacco, In the latter instance he is usually upbraided for smoking a poor brand of the weed and is cautioned to smoke a more expensive variety in the future After eight or ten years a lead may graduate and become a second but this largely depends on the age and health of the skip The actual retiring age for a skip has never been officially set, although most of them give up the game for something less strenuous after they reach the age of 104 or 105

The second man is really a glorified lead, and his duties are about the same. He tosses his pair of rocks up to the other end and spends the rest of his time sweeping, He cannot cross the hog line either but remains ostracized with the lead, and the second and lead of the opposing rink, All four have a hunted hog dog look, although some of them, being married, come by it legally and are accustomed to being in a second or lead position,

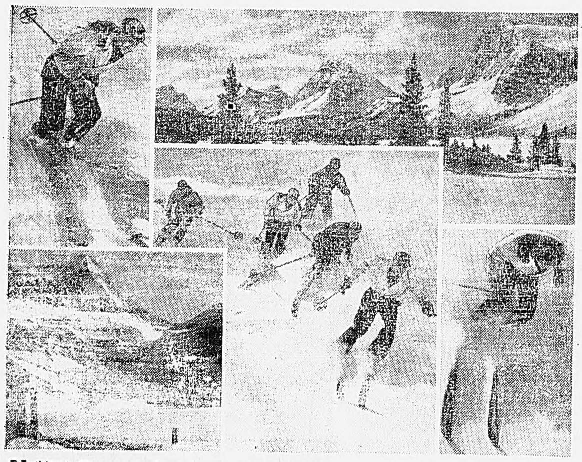
While the lead man has to supply the matches and tobacco, the second man does not escape entirely, More often than not he is the fellow who has to purchase a goodly quantity of Duggan's Dew of Kirkintilloch, which the skipper passes freely around, while the second looks gloomily on from his position on the far side of the hog line, thinking of terrible things but not uttering a sound, There is no armor against fate.

The third men is but a step from the skip After years of patient and hard work he is elevated to this position and has only to wait for the skipper to die or retire, in order to achieve his life's ambition, The third hangs around his chief like a faithful collie, and even offers occasional advice to the old man although it is beneath that worthy's dignity to accept it The third holds the broom in position when the skip takes his shots, and takes the blame when the old boy misses by a yard. After all, a skip has a reputation to keep up.

The skip is a dictator. His word is law and what he says goes If he calls for an "in" he must get it, even if the lead thinks an "out" or a "draw to the button' is the correct shot,

Everybody sweeps except the skips, Men of their standing do not have to stoop to such menial duties, Anyway the team that is on its feet at the end of twelve rounds wins the match and the losers have to buy cigars and coffee,

Powder Snow In The Rockies



Nothing in Europe, according to the most enthusiastic visitors, can compare with the Canadian Rockies for ski-ing. Record crowds of visiting winter sportsmen this season have found superlative snow conditions in the Banff and Lake Louise districts of the great mountain ranges in Western Canada. Owing to the altitude of this mile-high playground, the ski-ing will remain good until early summer.

The Canadian Rockies are experiencing a great increase in popularity. Special trains have brought large crowds of skiers regularly from Western Canada and United States to enjoy the fine powder snow surface on the long, sweeping slopes of Mount Norquay and Sunshine Lodge, and many parties have penetrated to the unsurpassed Skoki Valley and Mount Assiniboine districts. Other large parties have come from Toronto, Boston, New York and distant eastern centres.

Among their numbers have been celebrated skiers acquainted with the most famous ski-grounds of the world, all of whom have been impressed by the scenic grandeur, sense of exploration, and the perfect snow conditions.

The pictures above include two scenes from Mount Assiniboine and Skoki Valley and action shots of expert skiers enjoying the deep powder snow.

Who Owns the Assets of Life Insurance Companies?

Answer. — These assets are jointly owned by more than 3,500,000 policyholders — men and women who constitute one-third of Canada's population.

Question.—What is the average share of each policyholder in these assets?

Answer.—About $571. This shows that Life Insurance assets are made up of the savings of millions of thrifty men and women.

Q.—What is the nature of Life Insurance funds?

A.—They are trust funds held by the Life Insurance companies to pay policy claims as they fall due.

Q.—How are these funds invested?

A.—In loans to governments and municipalities—for building homes and schools—for improving farms—for constructing good roads and transportation systems—for developing industries and public utilities.

Q.—To what extent does Alberta share in such investments?

A.—More than Ninety Million Dollars of Life Insurance funds are invested in this Province.

This is the third of a series of messages, sponsored by Life Insurance Companies operating in Canada. The fourth, to appear in two weeks' time, will discuss Life Insurance investments.

Life Insurance

Guardian of Canadian Homes

LA-3

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